

**7 August 2002**

## **NOTTINGHAM FOREST SCORES WITH SEASON TICKET HOLDERS**

The drive to secure supporter attendance for the new football season is a key issue for many league clubs, as the revenue generated by season ticket holders and members represents the life-blood of many teams. To enhance the effectiveness of its marketing campaigns, Nottingham Forest is one of the latest football clubs to sign up Experian® Intact to support the sale of season tickets and merchandise.

As the gulf between the UK's richest and poorest football clubs continues to widen, it is important that they become smarter at generating revenue from a range of sources. The supporter database represents an invaluable marketing resource, especially during the close season when clubs send out season ticket information to fans. The problem facing many clubs is that their databases no longer hold accurate supporter information, as many fans will have changed address and omitted to inform the club - they literally become 'lost'.

To ensure that Nottingham Forest reached the greatest number of its supporters with season ticket information, they enlisted a comprehensive data cleansing solution from Experian Intact. With over 45,000 individual names held on its supporter database, one of the key issues for Nottingham Forest was to identify multiple supporters within households, in order to reduce the cost of its season ticket mailings, whilst increasing overall response rates, through enhanced targeting.

Experian Intact is an online solution that gives users access to comprehensive data cleansing tools via a secure portal at [www.experianintact.com](http://www.experianintact.com). As a fully automated system, Experian Intact provides a rapid data cleansing solution, which is available 24 hours a day. One of the unique aspects of the system is a free data audit, providing an instant assessment on the quality of the database.

David Coupe, Managing Director for Experian's Marketing Services division, explained: "Football Clubs that fail to adequately cleanse their supporter databases are potentially losing large sums of much needed income. To remain successful within the football sector, clubs are increasingly looking towards the corporate world and adopting tried and tested solutions that produce tangible business benefits.

"Experian Intact represents a simple and cost effective way for Football Clubs of any size to increase effectiveness and reduce the overall costs of marketing campaigns. Additional benefits include tracking down supporters that have changed address and reducing the negative impact of unwanted or poorly targeted direct mail."

Brandon Furse, Marketing Manager at Nottingham Forest explained: "Any football club looking to strengthen its relationship with its supporters must consider the effective cleansing of their databases a pre-requisite. Nothing that we have tested has come close to Experian Intact for the quality of suppressions and speed of delivery.

"It is vital that football clubs become more 'data smart' and are aware that their supporter databases represent a hugely valuable marketing resource. As many face financial difficulties in the coming season, encouraging more supporters to attend matches will take on greater importance, and this is where a fully cleansed and up-to-date database becomes an invaluable asset."

*This press release can be found on <http://press.experian.com>. For more information on Experian, visit the company web site on [www.experian.com](http://www.experian.com).*

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**NOTES TO EDITORS:**

**About Experian**

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers. It does this by combining sophisticated and intelligent decision-making software and systems with some of the world's most comprehensive databases of information on

consumers, businesses, motor vehicles and property. Through multi-channel delivery of its products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 12,000 people support clients in over 50 countries. Annual sales are almost £1.1 billion.

**For more information, visit the company's web site at [www.experian.com](http://www.experian.com).**

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